

**HUBUNGAN FAKTOR-FAKTOR BUDAYA TERHADAP
KEJAYAAN KERJAYA KEUSAHAWANAN: KAJIAN
KESAN PENCELAH KOMPETENSI KEUSAHAWANAN
DI SUMATERA BARAT**

DONNY ABDUL LATIEF

**DOKTOR FALSAFAH
UNIVERSITI UTARA MALAYSIA
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**HUBUNGAN FAKTOR-FAKTOR BUDAYA TERHADAP KEJAYAAN
KERJAYA KEUSAHAWANAN: KAJIAN KESAN PENCELAH
KOMPETENSI KEUSAHAWANAN DI SUMATERA BARAT**

Oleh

DONNY ABDUL LATIEF

**Tesis ini Diserahkan kepada
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
Bagi Memenuhi Syarat Ijazah Doktor Falsafah**

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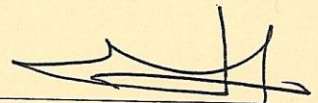
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Nama Penyelia/Penyelia-penyelia
(Name of Supervisor/Supervisors)

: Prof. Dr. Mohd Noor Mohd Shariff


Tandatangan

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Universiti Utara Malaysia
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Kedah Darul Aman
Malaysia

ABSTRAK

Kajian ini memberi tumpuan kepada faktor budaya yang membentuk keusahawanan dalam masyarakat Minangkabau, salah satu sub-etnik Indonesia yang cekap dan giat dalam kegiatan perniagaan. Objektif kajian ini ialah pertama, menentukan peranan faktor budaya, termasuk solidariti, progresif, dan ekspresif dalam menjelaskan penciptaan kejayaan kerjaya keusahawanan. Kedua, adalah mengenalpasti peranan faktor budaya di dalam menjelaskan kompetensi keusahawanan, Ketiga, adalah mengukur hubungan antara kompetensi keusahawanan dan kejayaan kerjaya keusahawanan dan yang terakhir, adalah mengkaji sejauhmanakah kompetensi keusahawanan boleh menjadi pencelah pada perhubungan diantara faktor budaya dan kejayaan kerjaya keusahawanan. Kajian ini menggunakan Teori Institusi Scott untuk membina kerangka kerja penyelidikan. Tiga tonggak budaya dalam Teori Perubahan Budaya Sorokin dipilih menjadi faktor budaya. Soal selidik digunakan dengan dimulai dengan penerokaan deskriptif dan diikuti oleh analisis regresi untuk menguji sepuluh hipotesis. Data dikumpulkan daripada 359 Perusahaan Kecil dan Sederhana (PKS) yang terbabit dalam perniagaan pakaian dan makanan di Kabupaten Agam, Sumatera Barat, Indonesia. Keputusan kajian ini menjelaskan bahawa faktor budaya, termasuk solidariti, progresif dan ekspresif memberi kesan ketara kepada kejayaan kerjaya keusahawanan. Di samping itu kompetensi keusahawanan juga memberi kesan kepada kejayaan kerjaya keusahawanan dan menjadi faktor pencelah pada perhubungan diantara faktor budaya dan kejayaan kerjaya keusahawanan. Dianggarkan upacara adat dalam Budaya Solidariti, kebiasaan perantisan dan perantauan dalam elemen Budaya Progresif, serta norma adat dan agama Islam yang menjadi asas Budaya Ekspresif masyarakat Minangkabau memberi kesan ke atas pembangunan kompetensi pengurusan dan keusahawanan, serta usaha pencapaian kejayaan kerjaya keusahawanan mereka. Kajian ini menyumbang secara signifikan kepada pengetahuan keusahawanan, yang mana ia menjelaskan bahawa budaya memainkan peranan penting dalam membentuk dan menggalakkan kompetensi masyarakat ke arah pembangunan keusahawanan dalam masyarakat Minangkabau.

Kata Kunci: Budaya, Kompetensi keusahawanan, Kejayaan kerjaya keusahawanan, Minangkabau.

ABSTRACT

This study focuses on the cultural factors that develop entrepreneurship in the Minangkabau society, one of Indonesia sub-ethnics that are efficient and actively involved in business. The objectives of this study are firstly, to determine the role of cultural factors including solidarity, progressive and expressive in explaining the creation of entrepreneurial career success. Secondly, to identify the role of cultural factors in explaining entrepreneurial competencies. Thirdly, to measure the relationship between entrepreneurship competencies and entrepreneurial career success, and finally, to examine the extent to which entrepreneurship competencies becomes a mediating factor in the relationship between the cultural factors and entrepreneurial career success. The research framework of this study is built upon Scott's Institutional Theory. Three pillars of culture taken from Sorokin's Theory of Cultural Change. Mail questionnaire was used and the analysis began with a descriptive exploration, followed by regression analysis with ten hypotheses that have been tested. Data were collected from 359 Small and Medium Enterprises (SMEs), that involved in clothing and food business located in Kabupaten Agam, West Sumatera, Indonesia. The results showed that cultural factors including solidarity, progressive, and expressive significantly affect entrepreneurship success. In addition, competencies significantly affect the entrepreneurial career success and become a mediating factor in the relationship between cultural factors and entrepreneurial career success. It is expected that traditional rituals in a solidarity culture, apprenticeship and migratory behavior are implicit within the the progressive cultural elements with customs and religion form the basis of expressive culture that have an impact on the development of entrepreneurial competencies and the achievement of their entrepreneurial career success. This study contributes significantly to the knowledge of entrepreneurship at large, wherein it explains that culture plays an important role in building and promoting competencies of society toward development of entrepreneurship in the Minangkabau society.

Keywords: Culture, Entrepreneurial competencies, Entrepreneurial career success, Minangkabau

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SENARAI SINGKATAN

Singkatan

PM	Perusahaan Mikro
PK	Perusahaan Kecil
PS	Perusahaan Sederhana
PKS	Perusahaan Kecil dan Sederhana
PB	Perusahaan Besar
OECD	Organization for Economic Co-operation and Development
APEC	Asia Pacific Economic Cooperation
UKM	Usaha Kecil dan Menengah
BIPIK	Bimbingan dan Penyuluhan Industri Kecil
Kemenakertrans	Kementerian Tenaga Kerja dan Transmigrasi RI
Bappenas	Badan Perencanaan Pembangunan
ILO	International Labour Organization
BPS	Badan Pusat Statistik
Propinsi	Wilayah / Negeri
Kabupaten	Daerah
Bupati	Datuk Bandar
Kecamatan	Mukim
Camat	Penghulu Mukim
Nagari	Kampung
Wali Negeri	Ketua Kampung
Luhak	Daerah
Tambo	Teromba
Darek	Darat
Pasisir	Pesisir
Mamak	Saudara laki-laki ibu
Kemenakan	Anak saudara perempuan
Bias	Pincang / Kepincangan

BAB SATU

PENGENALAN

1.1 Latar Belakang Kajian

Keusahawanan merupakan perkara yang penting serta berpengaruh kuat dalam pertumbuhan dan daya saing ekonomi, mewujudkan lapangan pekerjaan dan kemajuan untuk masyarakat (Linan, Rodriguez-Cohard, & Rueda-Cantuche, 2005; Schragger, 2010). Keusahawanan telah banyak memberi sumbangan seperti penggunaan teknologi yang berintensifkan buruh (*labour-intensive*) sehingga memberikan serapan ramai tenaga kerja; bertambahnya bilangan usahawan tempatan yang cekap dalam menggabungkan faktor-faktor pengeluaran, sehingga lebih efisien sekaligus menjimatkan sumber-sumber negara; menyokong terciptanya asas-asas industri yang kuat dan menggerak pengagihan pendapatan kepada masyarakat (Kirkpatrick, Lee, & Nixon, 1984; Kotey & Meredith, 1997; Mulhern, 1995). Dengan membiarkan kemahiran keusahawanannya berkembang pesat, maka negara seperti United Kingdom dan Amerika Syarikat boleh menjadi negara perindustrian dengan cepat (Casson, 1990; Storey, 1994).

Kajian oleh penyelidik-penyelidik terdahulu menunjukkan tidak kurang dari 95 peratus perusahaan di dunia ini digolongkan kepada Perusahaan Kecil dan Sederhana (PKS) (Lukacs, 2005; Wijewardena & Cooray, 1995). Manakala sebanyak 95 peratus dari jumlah syarikat di United Kingdom tergolong daripada PKS dan hanya dua peratus sahaja boleh digolongkan pada Perusahaan Besar (PB). Begitu juga di Australia, di mana jumlah PKS mencapai 97 peratus dari seluruh perusahaan di negara itu (Wijewardena & Tibbits, 1999). Bahkan, PKS di Amerika Syarikat telah memberi kadar sumbangan

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